



Social Media Integration for Modern Library and Information Service Promotion

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Abstract

Background:

Social media has transformed how academic libraries promote services, digital resources, and communicate with users in the digital era.

Aims: This study aims to analyze the role of social media in improving library promotion, digital resource visibility, and user engagement in academic libraries.

Methods: This study used a quantitative descriptive survey design involving 253 library professionals in Pakistan, including librarians and library assistants. Data were collected using a structured questionnaire with a five-point Likert scale and analyzed using descriptive statistics such as percentages, mean scores, and standard deviations.

Result: The findings revealed positive perceptions toward social media use in academic libraries. About 72% of respondents agreed that social media improves user interaction and awareness of library resources, while 72.3% stated that it increases library visibility in the digital era. Additionally, 67.6% believed social media strengthens communication between libraries and users. However, several challenges were identified, including limited staff training, insufficient resources, and inconsistent content updates.

Conclusion: The study concludes that social media plays an important role in academic library marketing by enhancing communication, user engagement, and digital service visibility. Libraries should strengthen social media strategies, improve staff digital skills, and provide adequate resources for effective implementation.

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INTRODUCTION

The purpose of libraries in the digital world has shifted dramatically to serve not only as the physical place to store the physical books but as the place where digital information flows and connects with the community (TA et al., 2025; Sumadevi and Kumbar, 2019). It is the academic libraries that have led this change, and use technology to improve the user experience and advertise their services (AlAwadhi and Al-Daihani, 2019). Social media has been one of the most effective aids in this transformation and has transformed the way libraries share information with their customers, promote their services, and improve a sense of belonging (Kari and Oyeniran, 2019). The study examines the application of social media in the contemporary library and information service promotion, its effectiveness, challenges, and change of the academic libraries (Mondal, 2021).

The emergence of digital information resources has required a new approach to the marketing of the libraries. The old forms of promotion like posters, brochures and word of mouth are no longer effective in the era whereby the users are constantly using digital platforms to get information ([Achugbue et al., 2025](#)). The social media, with the massive reach and the ability to interact, has become one of the most powerful instruments of marketing the library. Social media like Facebook, Twitter, or Instagram provide libraries with an unprecedented chance to communicate with the users, share their digital content, and

create a community around their services (Anwar and Zhiwei, 2019). Such platforms allow libraries to engage with their users directly, update them, and get feedback live, which makes the service environment more dynamic and responsive (Asari et al., 2022). The role of social media in marketing of libraries cannot be over-emphasized. It increases the awareness of library services and resources and increases their accessibility among a wider audience. Active social media as a marketing tool in libraries leads to a greater level of consumer participation and satisfaction (Aras & Çolaklar, 2015). With an effective social media presence, institutions tend to be more effective in advertising new services and resources and gain more usage and awareness among users (Onunka et al., 2023). This is especially applicable in academic libraries where students and faculty who are already active users of social media platforms are the major users.

Nevertheless, there are challenges associated with the incorporation of social media in marketing of libraries. Libraries are usually characterized by scarcity of resources, such as staff, time, and budget, which may impede their capacity to have an active and interested social media presence (Shafawi and Hassan, 2018). Production and control of content involves huge amounts of time and labor, which is not always available in libraries that are already overworked by other duties. Besides, libraries have to make it through the intricacies of social media algorithms and user behavior to guarantee that its content will be seen by the target audience (Rehman et al., 2022). Nevertheless, the possible advantages of social media marketing in libraries are considerable, and this is a viable investment. The second obvious benefit of the social media marketing is that it enables two-way communication between the libraries and users. In contrast to the traditional marketing approaches that are mostly unilateral, social media is interactive and participatory (Bharti and Verma, 2021).

Such a two-way communication creates an atmosphere of community and interpersonal interaction among the users of the library, which makes them more attached to the library and its services. This is especially relevant in academic libraries where the sense of belonging and collaboration may help to improve the entire educational process of students (Chemulwo & Sirorei, 2020). Furthermore, the social media can revolutionize the perception of the users towards academic libraries. Libraries could have been regarded as places where it is silent and where one will not see anything moving (Ngai et al., 2015). The inclusion of social media has however assisted in bringing this image up to date and portray libraries as dynamic and technologically driven organizing bodies who are sensitive to the demand of its users. The social media has been critical in transforming the image of the academic library to make it more popular and applicable to the digital generation (Enweani and Eke, 2018). This change is necessary in the maintenance of the relevance of libraries in a more digitalized world.

The social media in library marketing is also directly connected to the trend of digital transformation in the higher education. With the growing use of digital technologies in universities and colleges to teach, research and administer institutions, academic libraries are forced to evolve to keep up with the trend and become relevant and helpful (Jain and Behera, 2023). The social media provides an effective avenue that libraries can use to tune in to this digitization divide and market their digital resources and services in such a manner that appeals to the high-tech users (Leaning, 2019). Libraries that successfully implement social media within their marketing are in a better position to facilitate the digital learning of their users hence, improving their learning experience.

Even though the importance of using social media as a marketing tool by libraries has increased, the actual impact of it remains to be explored, and especially in the context of academic libraries (Okunlaya et al., 2022). Although numerous institutions have adopted social media as a tool to reach their audience and communicate with them, issues of content quality, audience involvement, and institutional support remain (Chung et al., 2021). Moreover, little attention has been given on the ways social media strategies can be streamlined to reach higher levels of visibility, engagement and community building within the academic context. To sum up, the adoption of social media in the context of the contemporary library and information service promotion is a major change in the way libraries interact with their clients and how they market their services. Social media presents the library with a potent avenue of increasing presence, community, and marketing of digital resources. Nonetheless, to successfully use these platforms, it is necessary to use a strategic approach and allocate enough resources to address issues in terms of time and experience and

institutional priorities. The proposed research should give a clear picture about the role of social media in marketing of the library and with the help of this research, academic libraries would be able to maximize their use of social media to increase user interactions, make their services more accessible and promote their services in the digital age.

Problem of the Statement

The issue discussed in this study is the insufficient use of social media in the promotion of libraries and their services in the modern age that restricts the opportunities of libraries to successfully interact with the user population and popularize their resources. Even though the use of digital platforms is increasingly crucial to libraries, the majority of them have difficulties with its marketing, engagement with users, and promotion of digital resources. The barriers affecting the productive application of social media are identified as lack of adequate training of the staff, inadequate resources, and out-of-date content, which lead to the low recognition and utilization of social media by the users. Such disparity in the use of social media does not allow libraries to be fully modernized and able to satisfy the constantly changing demands of their users in the digital era. This research is expected to determine how social media can be integrated more effectively into library marketing strategies to increase user engagement, marketing digital resources and make the libraries more relevant in the current informational environment.

LITERATURE REVIEW

Integration of social media in the library and information services has been a hot topic of research in recent years, in which libraries are trying to adjust to the digital age and address the changing demands of its users. The literature review examines how social media is used in the contemporary library marketing, adoption of digital information resources and how social media has revolutionized the academic libraries. It also explores the issues and prospects of using social media marketing in libraries, according to the results of the recent research and the new trends in the sphere.

1. Library Information Marketing

Marketing has never been any less than a part of the library services, yet the emergence of digital technologies has necessitated a change in the approach that libraries use to market their resources and services (Garoufallou et al., 2013). Marketing strategies that are effective will be essential in improving the level of user interaction and making library resources be availed to a wider audience. Libraries that are prolific in their marketing efforts have higher chances of attracting users and retaining them thus improving the level of visibility and resource utilization (Madhusudhan, 2008). Nevertheless, most libraries have a problem in being able to convey new services and updates. The users do not always know all resources they have, which restricts their interaction (Gul & Bano, 2019). This predicament highlights the need to implement new marketing techniques, especially those that utilize digital channels, especially social media to reach out to the users in real-time.

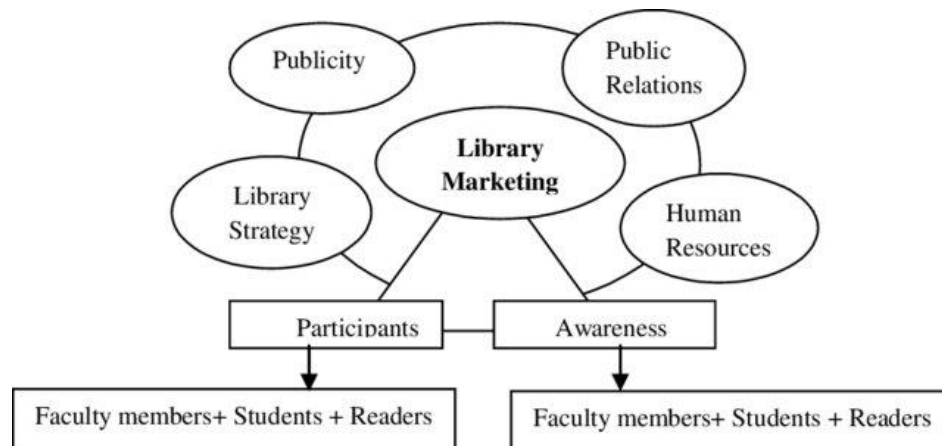


Figure 1. Library Marketing (Khan, 2016)

2. Library Information Marketing Using Social Media

Social media has become an influential marketing instrument of the library, and it allows the libraries to expand the audience reach and actively involve users through the new and interactive methods (Khan and Bhatti, 2012). Social media platforms like Facebook, Twitter, and Instagram have become a standard tool of promotions due to the ability of libraries to share information almost immediately and engage the audiences directly (Islam and Habiba, 2015). Social media helps to increase the awareness of library services and assist users in being aware of new resources and events. Additionally, social media marketing invites the participation of users and creates a community among people who use the library (Islam et al., 2025). The libraries that engage with users in such platforms are more likely to face greater engagement and satisfaction. Nevertheless, marketing through social media relies on the digital literacy of the library personnel, which means that there is a necessity to promote the professional training and development of the personnel to be successful in using such mediums.



Figure 2. Library marketing using social media (Ashikuzzaman, 2024)

3. Adoption and Awareness of Digital Information Resources

Digitization of information resources has emerged a major agenda of academic libraries in a bid to serve a generation of users who is more inclined to the use of digital means of accessing information. When they know that digital resources exist and know how to access them, users tend to make more use of them (Jain, 2014). Libraries are thus at the forefront in creating awareness and accessibility and social media has turned out to be a useful tool in attaining this. Libraries can inform users about the existing digital collections and their use through specific campaigns (Yu et al., 2017). The social media also assists in the communication gap between the library and the user through the availability of an accessible interaction platform where the user can update on events in libraries. Nonetheless, the promotional efforts of digital resources remain an issue of concern in numerous libraries, and they frequently happen to be caused by the lack of awareness and digital literacy among users (Habiba and Ahmed, 2020). To counter these problems, continuous support, training, and outreach should be provided to attain equal access to digital information (Baber et al., 2024).

4. Role of Social Media in Library Marketing

The use of social media is now integral to the current library marketing tactics. It enables libraries to advertise services, programs, and events in real time and communicates with the users in a two-way way (Muhammad & Zhiwei, 2021). Social media makes conversations and community development possible unlike traditional marketing, which is usually one-sided. Social media also help libraries to become more visible and relevant by sharing the news, facilitating workshops, and displaying digital collections (Cheng et al., 2020). A campaign which involves user engagement like polls, competitions or a feedback session

establishes a better relationship with the audience and builds trust. The effectiveness of these activities, though, relies on the strategic planning and the regular control of the content (Luo et al., 2013). Active and creative social media accounts will attract greater loyalty and awareness among users, which in turn requires both professional and institutional investment on the side of the libraries.

5. Transformative Impact of Social Media on Academic Libraries

The entry of social media into the academic libraries has changed the way the users view and use the same. The marketing methods of the traditional libraries have been transformed by social media, enabling libraries to seem more innovative, open, and sensitive to the demands of the digital users (Tait et al., 2016). Facebook, Instagram, and Twitter can be used by libraries to promote their services, tell their success stories, and develop interactive communities around learning and research (Mondal, 2021). This change has increased visibility and also boosted the relationship between the librarians and the users by making the communication more personal and direct. Consequently, libraries have managed to boost the user interaction, satisfaction, and loyalty (Rehman et al., 2022). The academic libraries have also become more relevant in the digital age thanks to the incorporation of social media, which aligns their activities with the expectations of the users and contemporary educational setting (Bharti and Verma, 2021). Regardless of such progress, active activity is impossible without paying active attention to updating content, responding to users, and controlling the online image.

6. Challenges and Opportunities in Social Media Marketing for Libraries

Although social media is an immense potential in marketing of libraries, there are a number of challenges that need to be handled strategically. It is one of the major issues to keep the content up to date and interesting (Ngai et al., 2015). Libraries should allocate time, personnel, and funds to produce regular social media campaigns and this may not be easy due to tight budgets and workload (Leaning, 2019). The other difficulty is dealing with user feedback since social media offers an open forum whereby users may write both negative and positive comments. It takes tact and professionalism to respond to criticism positively since negative relationships may affect the reputation of the library (Gul & Bano, 2019). In spite of these, the opportunities presented by social media outnumber the challenges by a long distance. The social media marketing allows libraries to advertise a broad spectrum of services including digital and literacy workshops and community events (Khan and Bhatti, 2012). Libraries can develop interactive experiences to engage communities by using creative methods of engaging with them through live sessions, info graphics, polls, and video tutorials. This participation does not only increase visibility, but also boosts user trust and loyalty (Jain, 2014). Libraries which are able to effectively use social media are flexible and progressive, which is necessary to remain relevant in the contemporary digital environment.

Summary

On the whole, the reviewed literature indicates that social media has altered how libraries package their services, communicate with users, and advertise digital resources. It mentions both the opportunities: increased reach, engagement, and branding and the challenges connected with staff capacity, ethical issues, and content sustainability. Whether social media will be successfully adopted or not lies in strategic and well-equipped approach which incorporates technological innovation and a display of understanding the behavior of the users. With the constantly changing state of the digital era, the social media platform will continue to play a fundamental role in communication, marketing, and community development, making libraries a place to live, feel, and be during the digital age.

Objectives of the Study

1. To determine the degree of use of social media sites in marketing of libraries and their products and services.
2. To evaluate the effectiveness of social media in enhancing the visibility and accessibility of library resources.
3. To explore how social media campaigns influence user interaction and engagement with library services.

4. To examine the role of social media in promoting awareness and adoption of digital information resources among library users.
5. To identify the challenges faced by libraries in maintaining and updating social media content for marketing purposes.
6. To investigate the impact of social media integration on the relationship between library users and librarians.
7. To analyze the transformative effects of social media on modernizing library marketing strategies and outreach efforts.
8. To provide recommendations for libraries to optimize their social media usage for effective service promotion and user engagement.

Significance of the Study

Social media integration in library and information services is a very important field of study as libraries move towards the digital era. This paper will examine how social media is useful in marketing libraries, advancing digital resources, as well as in encouraging users. The research contributes to better understanding of how the social media can be used in the modern library services as it examined the role of social media and offered the researchers good insights into how the social media can be used to make the library resources more usable and accessible to the users. The study also includes the challenges and opportunities that come with the adoption of social media, and provides useful suggestions on how libraries can surmount these challenges and make the most of their reach. The results will be useful to library professionals, policy-makers, and researchers as they will be used to develop innovative marketing strategies to meet the needs of library users that are constantly changing in the computerized world.

METHODOLOGY

Research Design

This study applies a quantitative research design to explore the application of social media to promote libraries and information services nowadays (Asari et al., 2022; Cheng et al., 2020; Anwat and Zhiwei, 2019). The source of data collection was a descriptive survey method using library professionals on the perception about social media marketing, the marketing of digital resources, user engagement, and issues surrounding the incorporation of social media in academic libraries. The quantitative design allowed the researcher to study the patterns and attitudes and trends related to the use of social media in libraries through the use of statistical procedures.

Population of the Study

The study population was composed of library professionals employed in the academic libraries in Pakistan including chief librarians, librarians, assistant librarians and library assistants. Such professionals were chosen since they are the ones who are directly related to the running, marketing, and provision of library services, such as the use of social media platforms to communicate and market library services.

Sample and Sampling Technique

The respondents who were involved in the study totaled 253. The sample comprised of both public and private academic libraries professionals of Pakistan. The data were collected using a convenience sampling method where only available and willing participants were used. This method was deemed correct because it is easy to access the respondents and the feasibility of the method because it involves accessing library professionals in various institutions.

Data Collection Instrument

The data were collected through the structured questionnaire to provide the measurement tool of the perceptions on the subject of social media incorporation in library marketing. The questionnaire was in two large parts. The initial section used demographic information whereby gender, age bracket, job title, academic level, work experience, and type of institution were collected. The second section contained the statements that were related to marketing of the library, use of social media, knowledge of digital resources,

use of social media in marketing libraries, its revolutionizing impact on academic libraries and the challenges that are posed in marketing with the use of social media. The scales used by the respondents to measure with the questionnaire were between strongly disagree (1) and strongly agree (5).

Data Collection Procedure

Questionnaires were administered to the individuals in the library community using online and face-to-face platforms. Purpose of the study was communicated to the respondents and they were asked to give their responses willingly. The collection process was done in a manner to give the participants time to fill the questionnaire.

Data Analysis Techniques

The statistical measures used to respond to the gathered data were the descriptive statistics tools, which included the frequency distribution, percentages, mean scores, and standard deviations. They are statistical data that were used to summarize the responses as well as discover trends in terms of utilization of social media in marketing and promotion of services in libraries. In presenting the findings, the tables and figures were used to ensure that the results were easy to interpret.

Ethical Considerations

The research procedures were conducted with regard to ethical considerations. It was a voluntary participation in the study and the respondents were assured that the information would be confidential and would only be used academically. Individual identities of the participants were not revealed, and the gathered data were not utilized in any other way except for research analysis.

RESULTS AND DISCUSSION

Results

The study findings can be characterized as the presentation of the findings that are given as a result of the data collected analysis. It involves the accompanying of shortcomings and description to the answers of the respondents using statistical terms such as frequencies, percentages, means and standard deviations. The results will reveal the most critical patterns, tendencies, and findings that will answer the research questions and help to trace the purpose of the present study has been achieved.

Demographic information of the Respondents

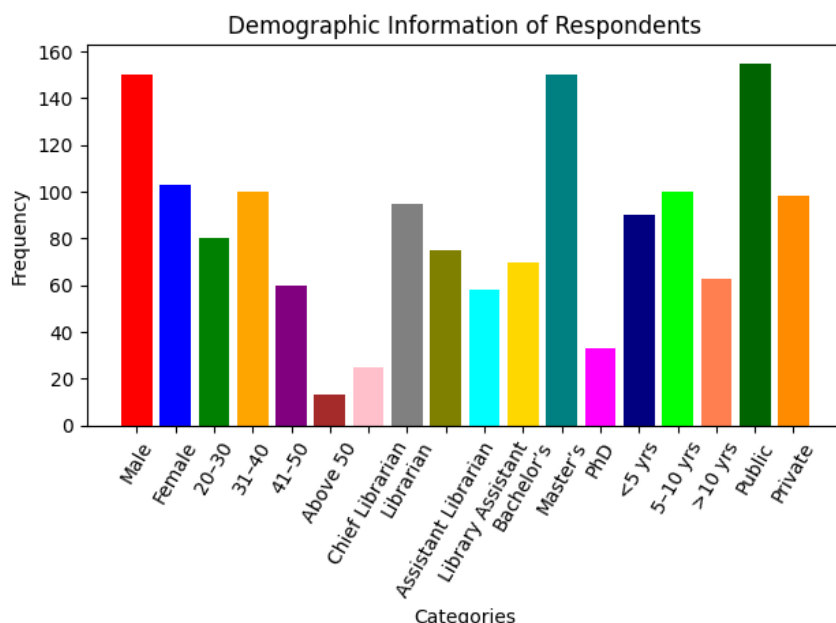


Figure 3. Demographic Information

Interpretation of Demographic Information

The demographic profile of the respondents (N = 253) demonstrates that there are a number of significant attributes of the study population. The gender ratio indicated that most of the respondents were male (59.3%), whereas the female respondents were 40.7% in percentage. This implies a mediocre gender distribution, meaning that males outnumber the females a bit in the library work force used in this research. As far as age distribution was concerned, the greatest group of respondents represented 31-40 years old age group (39.5), then 20-30 year of age group (31.6). The age of participants between 41-50 years was 23.7, and the proportion above 50 years was only 5.1%. This trend indicates that most professionals in the sample are mainly middle-aged to young people, which implies an energetic and vibrant employee in the library industry. By profession designation, Librarians were the highest in number (37.6%), then came Assistant Librarians (29.6) and Library Assistants (22.9). Less percentage was Chief Librarians (9.9%). This distribution shows that the highest population of respondents is in occupational or middle-level professional in library institutions. About academic qualification, a large percentage of the respondents had a Master degree (59.3%), and 27.7% had a Bachelor degree, and 13.0% had a PhD. This implies that the majority of the library professionals sampled have high academic level which is indicative of the professional and specialized nature of the field. Work experience analysis indicates that the percentage of work experience is 39.5, as 5-10 years' work experience, and 35.6, as less than 5 years' work experience. About 24.9% indicated that they had over 10 years of professional experience. This means that most of the respondents are at a young or middle age in their career life.

Lastly, when it comes to institutional affiliation, 61.3 percent of the respondents were employed in public institutions as compared to 38.7 percent in private institutions. The implication of this is that the public sector libraries form the major institutional context that the respondents featured in the study belong to. Altogether, the demographic character implies that the workforce is made up of mostly moderately experienced professionals, mostly work in public institutions, and have advanced levels of academic qualification. Library Information Marketing Interpretation. Table 1 shows the perception of the respondents about the library information marketing practices. In general, the evidence shows that the attitude to marketing activities in libraries remains rather positive. The statement which had the highest mean score (M = 4.10, SD = 0.98) was the statement that the marketing strategies are necessary in order to achieve more users involvement of the library as 72.3% of the respondents agreed or strongly agreed. This indicates that there was great agreement with the respondents that marketing is a major factor that improves the user engagement and interaction with the library services.

On the same note, the response to the question: Marketing initiatives have enhanced the availability of library resources recorded a relatively high mean score (M = 3.90, SD = 1.10) (62.1% agreement). This implies that marketing activities are felt to have a positive effect in enhancing easy access to library resources. The response to the statement the library actively markets its resources and services through marketing was also positive (M = 3.85, SD = 1.12), with 62.5% of participants agreeing with the statement. This indicates that a large number of respondents are aware of the promotional activities that are going on in libraries. Nonetheless, there was a bit lower level of agreement to such statements as The library effectively communicates new services and updates to its users (M = 3.70, SD = 1.15; 54.5%) and Users are aware of library marketing efforts and find them helpful (M = 3.60, SD = 1.20; 52.6). These findings suggest that despite the marketing efforts, it is possible that the communication effectiveness and awareness of users could be still missing. On the whole, the results can indicate that the respondents recognize the role and value of marketing in libraries, but that a better communication policy and awareness of users are necessary to achieve the most optimal results of marketing library information.

Table 1. Library Information Marketing

Statement	Mean Score	Standard Deviation	Agree + Strongly Agree (%)
The library actively promotes its resources and services through marketing efforts.	3.85	1.12	62.5%

Statement	Mean Score	Standard Deviation	Agree + Strongly Agree (%)
Marketing strategies are essential to increase library user engagement.	4.10	0.98	72.3%
The library effectively communicates new services and updates to its users.	3.70	1.15	54.5%
Users are aware of library marketing efforts and find them helpful.	3.60	1.20	52.6%
Marketing initiatives have improved the accessibility of library resources.	3.90	1.10	62.1%

Interpretation of Library Information Marketing Using Social Media

In Table 2, respondents are shown their perceptions of the social media as an information marketing tool to use in libraries. In general, the findings show that there is a positive impression of social media platforms as a successful means of advertising library services and resources. The highest mean score was registered under the statement of Social media increases the visibility of library services and resources (M = 4.20, SD = 0.95), with 72.3% of the respondents stating that they agreed or strongly agreed. This fact implies that the respondents are much aware that social media is an influential tool to enhance the visibility and reach of library services. In the same manner, the statement that the library makes extensive use of social media as a marketing tool had a fairly high mean score (M = 4.05, SD = 1.05), and was agreed upon by 67.6 percent. This is a sign that numerous libraries are making use of social media at an active pace to market their services and resources. The question statement with a positive response included SMM marketing aids awareness of online information sources (M = 4.00, SD = 1.00) with 62.1 per cent of the respondents stating agreement with this statement. This indicates that social media has a major role to play in creating awareness to users regarding the existing digital resources. Moreover, the affirmation of Social media campaigns by the library generate user intercourse made a mean score of 3.95 (SD = 1.10) and 62.5% of the respondents agreed. This means that the social media programs help in enhancing communication and interaction between the libraries and their patrons.

Nevertheless, the statement regarding the proficiency of the library staff in using the tools of social media to promote itself was least agreeable (M = 3.80, SD = 1.15), and the percentage of agreement was 54.5%. This finding indicates that despite the current use of social media with the aim of marketing, the supply of better training and competence in the library personnel might be required. On the whole, the results prove that social media is a well-known marketing tool among libraries, especially when it comes to improving the visibility, popularizing digital resources, and motivating the users to use them. Nevertheless, the efficacy of such marketing endeavors can be enhanced by enhancing the capability of the staff in the field of social media management further.

Table 2. Library Information Marketing Using Social Media

Statement	Mean Score	Standard Deviation	Agree + Strongly Agree (%)
Social media platforms are widely used by the library for marketing purposes.	4.05	1.05	67.6%
Social media enhances the visibility of library services and resources.	4.20	0.95	72.3%
Social media campaigns by the library encourage user interaction.	3.95	1.10	62.5%
The library staff is proficient in using social media tools for promotional activities.	3.80	1.15	54.5%
Social media marketing increases awareness of digital information resources.	4.00	1.00	62.1%

Interpretation of Adoption and Awareness of Digital Information Resources

The perceptions of the respondents on the adoption and awareness of digital information resources in libraries are given in Table 3. The general findings show that there is a positive impression of user awareness and the role of social media in the promotion of digital resources.

The text which noted the best mean score (M = 4.20, SD = 0.95) was the statement that the use of social media has positively influenced the awareness of the digital resources by users whose 72.3% of the respondents agreed or strongly agreed. This indicates that the respondents highly supported the idea that social media has a very great role to play in creating awareness about digital information resources among the users of libraries. Likewise, the average score of the statement about users being aware of digital resources in the library was also high (M = 4.10, SD = 0.98), and 72.3% of the participants agreed with this statement. This is to show that a high percentage of users are already conversant with the electronic services provided by the libraries. The connection between social media and educating the users about digital resources was positively assessed (M = 4.05, SD = 1.05), and 67.6% of the participants agreed with it. The discovery implies that social media platforms are a good avenue to enlighten and educate the users on the existence of available information resources online.

Moreover, the fact that users can easily obtain the resources of digital information that is popularized through social media had a mean score of 3.90 (SD = 1.10), and 62.1 percent of respondents agreed. This means that the promotions in the social media make digital resources more accessible to many individuals. The mean score (M = 3.85, SD = 1.12) of the statement the library gives adequate training to stimulate the usage of digital resources was moderate, with 62.5% of them agreeing. Despite the overall good answer, it implies that further training and support programs would further increase the possibilities of the users to use digital resources to their advantage. Altogether, the results show that the adoption of social media plays a significant role in enhancing the awareness of users and the availability of digital information sources. Nonetheless, it is possible that by intensifying training programs, the number of users of these resources can be increased even more.

Table 3. Adoption and Awareness of Digital Information Resources

Statement	Mean Score	Standard Deviation	Agree + Strongly Agree (%)
Users are aware of the digital resources available in the library.	4.10	0.98	72.3%
The library provides sufficient training to encourage the use of digital resources.	3.85	1.12	62.5%
Social media helps in educating users about digital resources.	4.05	1.05	67.6%
Users find it easy to access digital information resources promoted via social media.	3.90	1.10	62.1%
Social media adoption has positively impacted user awareness of digital resources.	4.20	0.95	72.3%

Interpretation of Role of Social Media in Library Marketing

The perception of the respondents on the importance of social media in library marketing and outreach activities are shown in Table 4. The results show that there is a high awareness of social media as a valuable and efficient method of advertising library services. Social media is a major tool used in marketing and outreach by the library and the role of the social media in marketing the library cannot be ignored in the modern era has registered the highest mean score of M = 4.20, SD = 0.95 and 72.3 percent of the respondent agreed with the statements or strongly agreed. The obtained results provide a high degree

of agreement that social media has turned into an essential part of the contemporary library marketing strategies.

Two-way communication between users and the library was also highly rated with a mean score of (M = 4.05, SD = 1.05) where 67.6% of respondents agreed. This implies that social media networks are considered as the efficient modes of communication where libraries can interact with users and respond to their demand. Equally, the mean score of the statement the library actively post interesting content on its social media accounts was 3.95 (SD = 1.10), 62.5% agreeableness. This shows that most libraries are very active on their social media in order to keep the users informed and active. The mean score of the statement Social media marketing improves the reputation of library was 3.90 (SD = 1.10) and 62.1% of the respondents agreed with the statement. The result of this implies that social media marketing has a positive impact on the institutional image and credibility of libraries. In general, the findings show that the respondents are firm that the role of social media in marketing of libraries is very high. It is seen that social media platforms not only are useful in promotion but also can be used as leverage in communication as well as building the reputation of library services in the digital age.

Table 4. Role of Social Media in Library Marketing

Statement	Mean Score	Standard Deviation	Agree + Strongly Agree (%)
Social media is a key tool for library marketing and outreach.	4.20	0.95	72.3%
The library regularly updates its social media platforms with engaging content.	3.95	1.10	62.5%
Social media facilitates two-way communication between users and the library.	4.05	1.05	67.6%
Social media marketing improves the reputation of the library.	3.90	1.10	62.1%
The role of social media in library promotion is indispensable in the modern age.	4.20	0.95	72.3%

Interpretation of Transformative Impact of Social Media on Academic Libraries

Table 5 explores the perception of the respondents on the transformative role of social media in the academic libraries. The findings show that the respondents recognize to a great extent the important role of the social media in modernizing the library operations and enhancing the overall interaction with users. The highest mean scores were registered in the statements the integration of social media has modernized library marketing strategies and Social media integration has increased the relevance of academic libraries in the digital age (M = 4.20, SD = 0.95), and 72.3 percent of respondents agreed or strongly agreed with both the statements. These results indicate that there is high agreement that social media has been very important in revising the marketing practice and its continuing relevance of academic libraries in the fast-changing digital world.

The opinion that Social media has changed the way users view the academic libraries got quite a high mean score (M = 4.05, SD = 1.05) with 67.6% of the respondents agreeing with it. This shows that respondents feel the social media has helped in the re-branding of the user perceptions through this medium as a way of making libraries seem more approachable, vibrant and technologically advanced institutions. Moreover, the expression that the social media sites created a feeling of community among users of the library had a mean score of 3.95 (SD = 1.10) and 62.5 percent agreement was recorded. This indicates that social media channels ensure communication and cooperation among the library users, which makes academic institutions feel like a community. The mean score of 3.90 (SD = 1.10) was recorded in the statement which identified the relationship between the users of social media and librarians as being enhanced with 62.1% agreeing. The perception is positive, but the outcome shows that it is possible to work on the process of improving relations between users and librarians by means of better social media

engagement strategies. All in all, the results indicate that the transformative effect of social media in academic libraries has been immense as marketing techniques have been advanced, there is a greater sense of community involvement, and the overall relevancy factor of libraries in the digital era has also been elevated.

Table 5. Transformative Impact of Social Media on Academic Libraries

Statement	Mean Score	Standard Deviation	Agree + Strongly Agree (%)
Social media has transformed how users perceive academic libraries.	4.05	1.05	67.6%
The integration of social media has modernized library marketing strategies.	4.20	0.95	72.3%
Social media platforms foster a sense of community among library users.	3.95	1.10	62.5%
Social media has enhanced the relationship between library users and librarians.	3.90	1.10	62.1%
Social media integration has increased the relevance of academic libraries in the digital age.	4.20	0.95	72.3%

Interpretation of Challenges and Opportunities in Social Media Marketing for Libraries

Table 6 gathers the respondent’s perception on both challenges and opportunities that come with the social media marketing in libraries. The findings suggest that although the social media can be a good option to promote the library, there is still some operational issue that can impede its successful application. The statement that the library is experimenting with novel means of overcoming difficulties in using social media got the highest mean (M = 4.20, SD = 7.95), where 72.3% of the respondents said they agree or strongly agree. This is an indication that libraries are increasingly exploring innovative methods and ways of enhancing their utilization of social media to promote and market themselves. The fact that A lack of resources (e.g., time, staff, budget) is an inhibitor of successful social media marketing also got a rather high mean score (M = 4.05, SD = 1.05), as 67.6 percent agreed. This implies that the issue of limited resources will continue to be a major problem that impedes the effectiveness and reliability of the social media marketing activities in libraries.

On the same note, the statement that the library has problems updating its content in social media garnered a mean score of 3.95 (SD = 1.10) with 62.5 percent agreeing. This observation implies that it may be challenging to keep active and interesting social media posts as a result of the operative limitation. The answer to the question Opportunities exist to expand library services using social media marketing had the mean score of 3.90 (SD = 1.10) and 62.1% of agreement. This suggests that although there are challenges that exist, the respondents are aware of the potential of the social media in expanding the spectrum of library services and enhance user interaction. In general, the results indicate that library face certain issues related to the lack of resources and inability to sustain active social media use, but also see in social media marketing a considerable potential to develop the range of services and enhance communication with the users.

Table 6: Challenges and Opportunities in Social Media Marketing for Libraries

Statement	Mean Score	Standard Deviation	Agree + Strongly Agree (%)
The library faces challenges in keeping its social media content updated.	3.95	1.10	62.5%
A lack of resources (e.g., time, staff, budget) hinders effective social media marketing.	4.05	1.05	67.6%

Statement	Mean Score	Standard Deviation	Agree + Strongly Agree (%)
The library is exploring innovative ways to overcome challenges in social media usage.	4.20	0.95	72.3%
Opportunities exist to expand library services through social media marketing.	3.90	1.10	62.1%
Despite challenges, social media marketing is beneficial for libraries.	4.20	0.95	72.3%

Discussion

The findings demonstrate that social media has become an essential component in modern library marketing and information service promotion. Academic libraries increasingly use platforms such as Facebook, Instagram, and Twitter to improve communication, increase user engagement, and expand access to digital resources. The respondents showed positive perceptions regarding the role of social media in enhancing awareness and visibility of library services. This finding supports previous studies stating that effective digital marketing strategies can significantly improve library utilization and user interaction. The study also confirms that social media supports real-time communication between libraries and users. Through digital campaigns and online interactions, libraries are able to create stronger relationships with their communities and position themselves as dynamic and technology-oriented institutions. In addition, social media contributes to collaborative learning environments by encouraging feedback, discussions, and active participation among users.

However, several challenges remain in the implementation of social media marketing in academic libraries. The respondents highlighted limited institutional resources, inadequate staff training, and inconsistent content updates as major obstacles. These findings indicate that successful social media integration requires not only technological adoption but also strategic planning, continuous professional development, and organizational support.

Implications

This study provides practical implications for academic libraries in developing effective digital communication and promotional strategies. Libraries should strengthen their social media presence to improve user engagement, visibility of digital resources, and communication effectiveness. In addition, institutions should invest in staff digital literacy training and allocate sufficient resources to support sustainable social media management.

Research Contribution

This research contributes to the field of library and information science by providing empirical evidence regarding the transformational role of social media in academic library marketing. The study enriches existing literature by highlighting how social media platforms influence user engagement, digital resource promotion, and institutional visibility in academic libraries.

Limitations

This study has several limitations. First, the research focused only on library professionals in Pakistan, which may limit the generalizability of the findings to other countries or institutional contexts. Second, the study employed a descriptive quantitative approach without deeper statistical analysis to examine causal relationships between variables.

Suggestions

Future studies are recommended to explore the effectiveness of specific social media platforms in supporting library services and user engagement. Researchers may also apply mixed-method or longitudinal approaches to obtain deeper insights into social media utilization in libraries. Furthermore, libraries should develop structured social media strategies, conduct regular content evaluations, and improve staff competencies in digital communication and marketing.

CONCLUSION

This study concludes that social media plays a significant role in transforming academic library marketing and information service promotion in the digital era. Social media platforms help libraries improve visibility, promote digital resources, and strengthen communication with users. The findings reveal that most respondents positively perceived the effectiveness of social media in increasing awareness and engagement with library services. Despite these advantages, several challenges were identified, including limited resources, insufficient staff training, and inconsistent content management. Therefore, academic libraries need institutional support, strategic planning, and continuous professional development to maximize the benefits of social media utilization. Overall, social media has become an influential communication tool that enables libraries to remain relevant, interactive, and accessible in a rapidly changing digital information environment.

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